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Environmental Brand Guidelines

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One Lab, one voice.

The goal is to revitalize the Lab's identity so that it reflects a focused and forward-looking approach to solving national security challenges. This goal is achieved through design that is dynamic, accessible, and optimized for 21st century communications.

This guidance contains complete instructions on the proper use of the Lab's logo, typography, color palette, and visuals.

Before you begin to design products related to our brand, please read this manual carefully.

By adhering to this guidance, you will help ensure that the Lab's brand is applied consistently across all media and that we are always speaking in the same voice.

Logo

The atom is synonymous with Los Alamos National Laboratory. The momentum and geometry of the symbol represent the Lab's forward-looking vision and global influence.

Elements of the Logo



Logomark

Logotype

The atom logomark represents our brand and can be used alone or in concert with the logotype.

Although the logo appears to break down into two discrete elements, the type shown above should not be used without the atom logomark.



int.lanl.gov/org/dir/cea/cas/visual-identity/logo-usage.shtml



Logomark



B/W Logomark

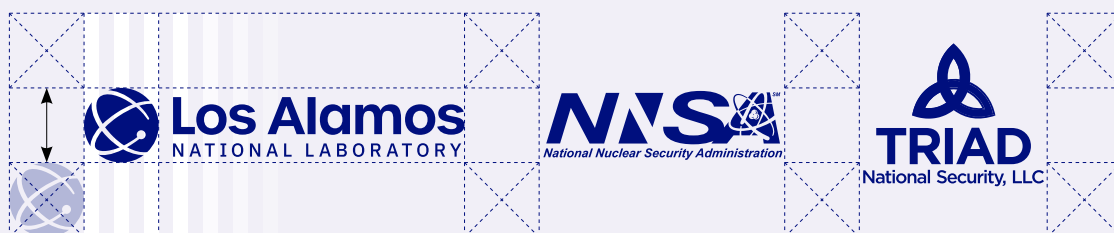
The scale and position of the logo relative to other design elements are important because they preserve the clarity of the Lab's brand. Clearspace heightens the logo's impact.

Clearspace ensures that the logo will not be confused or obscured when used alongside other logos or graphics. The size of the atom indicates the minimum amount of clearspace required.

Sizing of certain logos might need to be done optically rather than mathematically. In those cases, do your best to match the visual weight of the Los Alamos logotype.



Minimum Clearspace



Clearspace in Practice

Logo Variants

The logo may be used in one of these three color relationships. Color is important because brand trust is built through consistency and discipline.



Ultramarine

Only used on a white or light-colored background.



Black

Only used on a white or light-grey background when color is not an option.



White

Used only on an ultramarine, dark-colored, or black background.

Logo Misuse

Altering the logo in any way fractures the brand in the eye of the viewer. Below are some common mistakes to avoid when using the logo.



Color modification



Partial modification



Proportion modification



Structure modification



Fill modification



Incomplete usage



Spacing modification



Squish or stretch distortion

Watermark

The logo may be used as a watermark to add visual interest to a design and reinforce the Lab brand. Follow the guidance on color and cropping provided here.



Watermark color:
Placed on ultramarine

RGB: R26 G39 B139
Hex: #1A278B
CMYK: C93 M85 Y0 K0



Watermark color:
Placed on white

RGB: R241 G239 B247
Hex: #F1EFF7
CMYK: C5 M3 Y0 K0

**Watermark:
Crop**

When cropping the watermark, refer to the diagram below for placement. The scale of the watermark may vary depending on the orientation and size of the panel.



Typography

Typography plays a pivotal role in the Los Alamos National Laboratory style. Using this guidance correctly allows for easily identifiable messaging that is free from distraction.

Acumin Black and Bold are used for headings and most subheads.

Source Sans is used for body copy, captions, and fine print.

Acumin Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@£\$%^&*()_+[]“”{}«

Source Sans Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@£\$%^&*()_+[]“”{}«\

Our main font for environmental design is Arial—it’s modern, versatile, and widely available. Arial should be used in all signage and wayfinding designs to keep consistency across the Lab.

Arial Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@£\$%^&*()_+[]“”{}«

Arial Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@£\$%^&*()_+[]“”{}«\

Color Palette

Color is the most visceral, assertive, and immediately noticeable element of the Lab's brand.

The primary color of the brand is ultramarine.
An ultramarine gradient can be used sparingly to add depth to designs.

Primary Color:
Ultramarine

RGB: R0 G15 B126
Hex: #000F7E
CMYK: C100 M95 Y0 K5

Gradient:
Ultramarine


RGB: R0 G15 B126 (#000F7E) – R9 G2 B56 (#090238)

The secondary palette complements the primary ultramarine without distracting from or diminishing its impact.

<div>Secondary Color: Blue</div> <div>RGB: R0 G112 B193 Hex: #0070C1 CMYK: C84 M42 Y0 K0</div>		<div>Secondary Color: Blue (Tints)</div> <div>RGB: R50 G150 B220 Hex: #3296DC CMYK: C68 M26 Y0 K0</div>		<div>RGB: R105 G195 B255 (#69C3FF) CMYK: C48 M8 Y0 K0</div>
<div>Monochromatic: Screen Text Black</div> <div>RGB: R12 G13 B23 Hex: #0C0D17</div> <div>Note: This black is for screen-text only; 100% black should be used for all black text in print.</div>	<div>Monochromatic: Dark Grey</div> <div>RGB: R85 G89 B98 Hex: #555962 CMYK: C72 M60 Y44 K0</div>	<div>Monochromatic: Light Grey</div> <div>RGB: R205 G209 B226 Hex: #CDD1E2 CMYK: C13 M9 Y0 K0</div>	<div>Monochromatic: Background Accent</div> <div>RGB: R241 G239 B247 Hex: #F1EFF7 CMYK: C5 M3 Y0 K0</div>	<div>Accent: Amber External-web Only (#FDAA85)</div>

The extended palette represents the Lab’s four strategic objectives. Please use these colors to distinguish each in cases when all four are shown alongside one another.


These colors are not intended to represent the strategic objectives outside of the institutional design framework. In other words, not all nuclear security-focused designs have to include orange.



Nuclear Security

Design, produce, and certify current and future nuclear weapons and reduce global nuclear threats


EXPLORE >



Mission-Focused ST&E

Deliver scientific discovery and technical breakthroughs that support DOE and NNSA missions


EXPLORE >



Mission Operations

Execute sustained operations that are reliable and responsive to mission needs

EXPLORE >



Community Relations

Sustain and enhance LANL's partnership with the community across Northern New Mexico

EXPLORE >

<div><div>Pillar Color:</div><div>Blue (Mission Operations)</div><div>RGB: R0 G112 B193</div><div>Hex: #0070C1</div><div>CMYK: C84 M42 Y0 K0</div></div>	<div><div>Pillar Color:</div><div>Blue (Tints)</div><div>RGB: R50 G150 B220</div><div>Hex: #3296DC</div><div>CMYK: C68 M26 Y0 K0</div></div>	<div>RGB: R105 G195 B255 (#69C3FF)</div> <div>CMYK: C48 M8 Y0 K0</div>
<div><div>Pillar Color:</div><div>Red (Mission-Focused Science, Technology, and Engineering)</div><div>RGB: R235 G15 B30</div><div>HEX: #EB0F1E</div><div>CMYK: C0 M100 Y85 K0</div></div>	<div><div>Pillar Color:</div><div>Red (Tints)</div><div>RGB: R255 G71 B77</div><div>HEX: #FF474D</div><div>CMYK: C0 M86 Y68 K0</div></div>	<div>RGB: R255 G138 B138 (#FF8A8A)</div> <div>CMYK: C0 M55 Y30 K0</div>
<div><div>Pillar Color:</div><div>Orange (Nuclear Security)</div><div>RGB: R255 G120 B0</div><div>Hex: #E17800</div><div>CMYK: C0 M56 Y100 K0</div></div>	<div><div>Pillar Color:</div><div>Orange (Tints)</div><div>RGB: R255 G145 B41</div><div>Hex: #FF9129</div><div>CMYK: C0 M42 Y94 K0</div></div>	<div>RGB: R255 G179 B107 (#FFB36B)</div> <div>CMYK: C0 M30 Y64 K0</div>
<div><div>Pillar Color:</div><div>Green (Community Relations)</div><div>RGB: R0 G170 B100</div><div>Hex: #00AA64</div><div>CMYK: C80 M0 Y80 K0</div></div>	<div><div>Pillar Color:</div><div>Green (Tints)</div><div>RGB: R44 G196 B134</div><div>Hex: #2CC486</div><div>CMYK: C66 M0 Y60 K0</div></div>	<div>RGB: R124 G217 B179 (#7CD9B3)</div> <div>CMYK: C42 M0 Y34 K0</div>

Signage Overview

Introduction

Consistent signage allows for easy navigation of the Laboratory campus.

All Laboratory signage must follow American with Disabilities Act (ADA) standards and usage best practices outlined below. To order signage, please contact crs@lanl.gov.

ADA Specifications

By law, all Laboratory signage must follow ADA specifications.

The ADA requirements for interior signage include:

- Typeface: Stroke to Width ratio
- Copy Height: $\frac{5}{8}$ " Uppercase
- Contrast: 80% Copy/Background
- Raised Letters: $\frac{1}{32}$ " (room signs)
- Braille: Grade 2 Braille (room signs)
- Finish: Non-Glare, Matte finish

Overhead Signs: 3" high copy and mounted a minimum of 80" from floor to bottom of sign

Identification Use

Identification signage help visitors find departments, offices, conference rooms, restrooms, stairs, and evacuation maps.

Directory Use

Located primarily at entrances, directory signage provides a complete list and/or maps of rooms for a floor, wing, or an entire building.

Directional Use

Directional signage directs the viewer on the way to their destination. These signs can direct to departments, conference rooms, collaboration spaces, and restrooms, to name a few.

Campaign Use

Campaign signage is used for public awareness of a particular initiative or event.

Environmental Graphics Use

Environmental graphics refer to graphics that encompass an entire room, wall, or area. These graphics can contain informative content in the form of display graphics (e.g., museum graphics) or can be purely decorative.

Branded Template

All Laboratory signage should follow a branded template.

The signage template is informed by LANL Brand Guidelines. For more information on the LANL brand visit [our branding website](#).

Fonts

Arial, left justification

Name or group ID is Arial Bold, Ultramarine Blue

Title or position is Arial Regular, Black



Footer

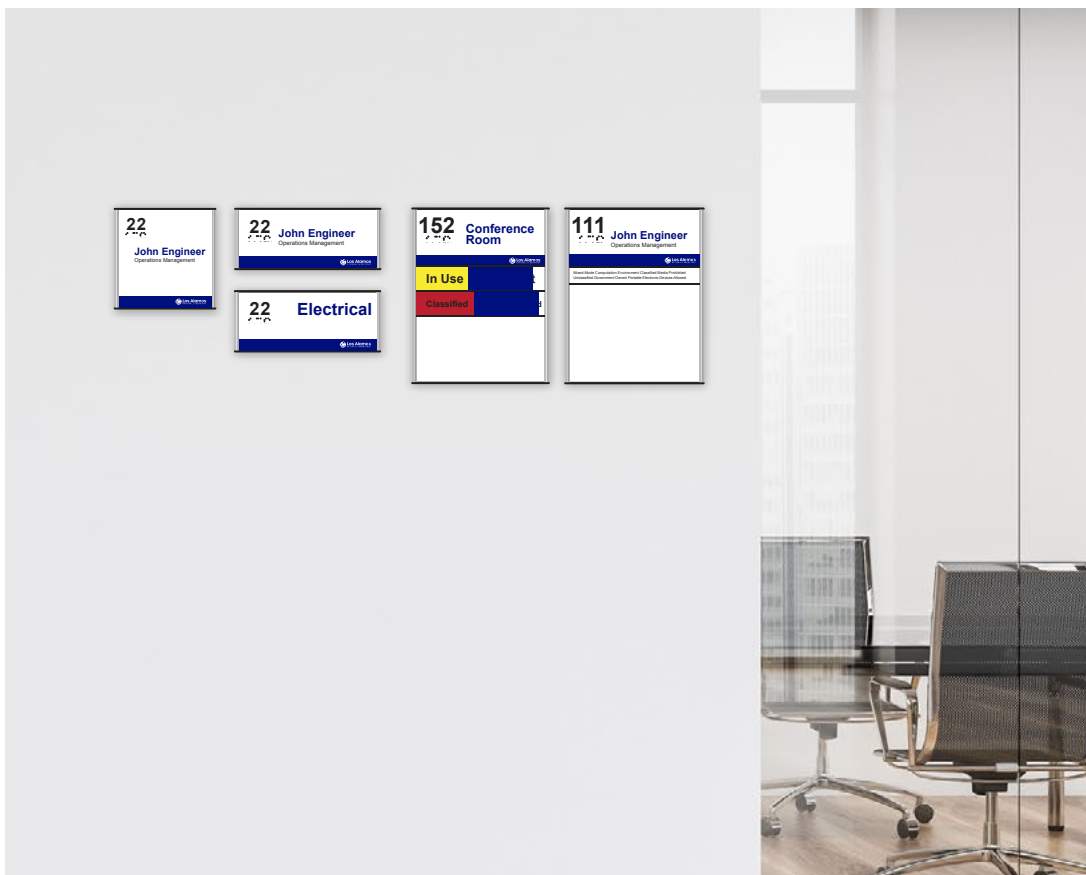
Ultramarine Blue stripe with LANL logo in the lower right hand corner

Identification Signage

Introduction

Identification signage identifies building locations such as departments, offices, conference rooms, restrooms, and stairs.

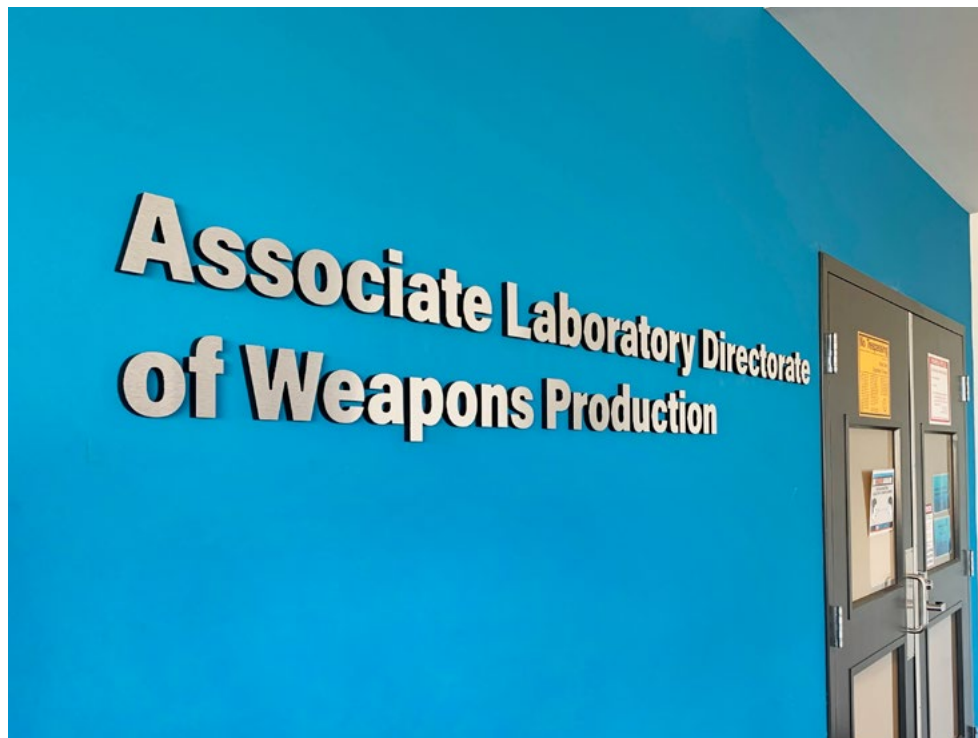
The hierarchy of information on signage should be clear and easy to read. This section will provide examples of identification signage.



Department Signage

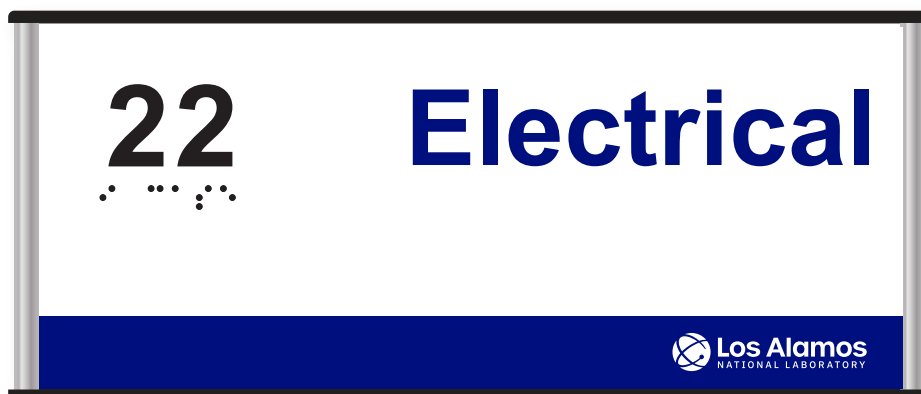
Below is an example of department identification signage. Exact approach may vary.

The standardized wall-mounted three-dimensional lettering for department signage has a brushed aluminum face and ¼” black acrylic backing. The font is Acumin Black. The size is customizable.



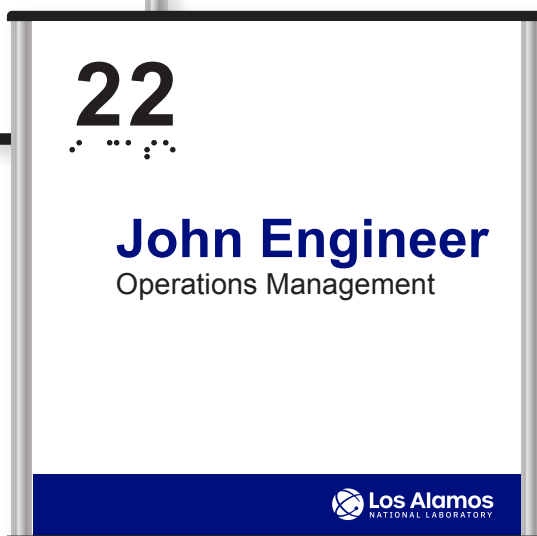
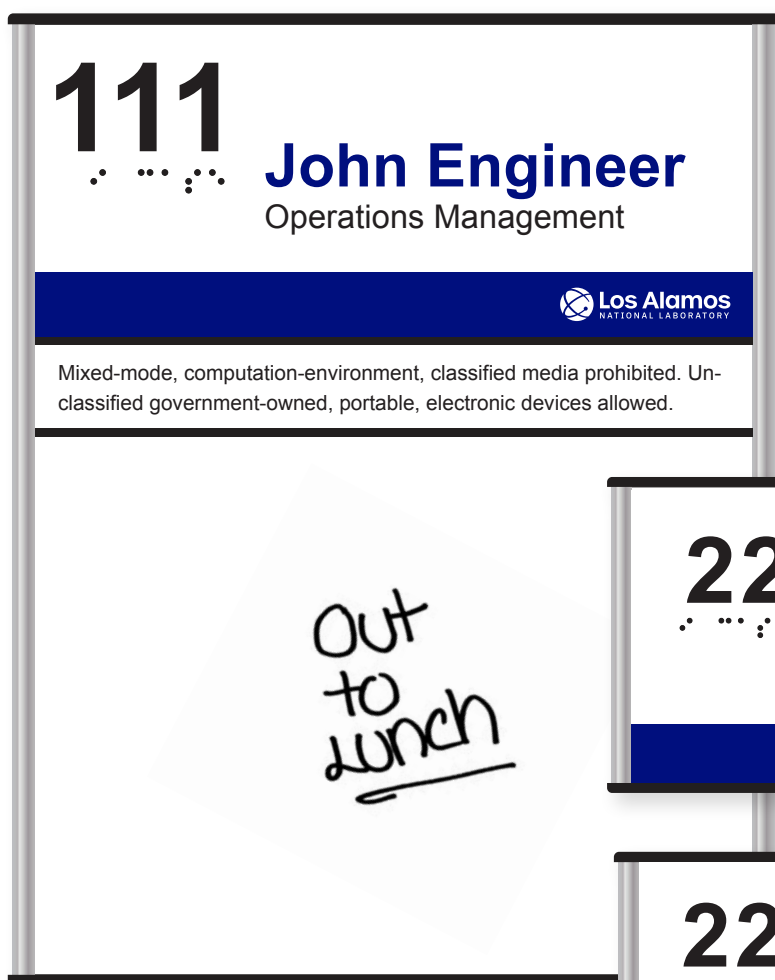
Room Signage

Below is an example of room identification signage. Exact dimensions may vary.



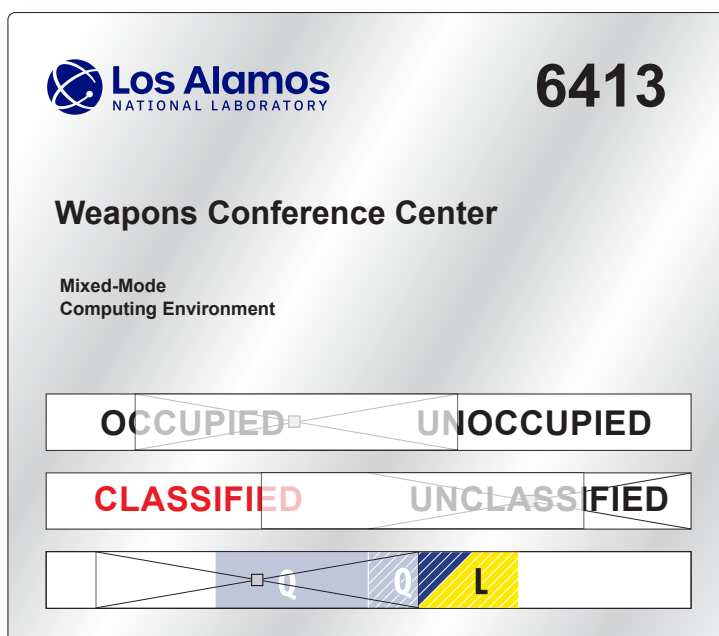
Office Signage

Below are examples of office identification signage.
Exact dimensions may vary.



Conference Room
Signage

Examples of standard conference room and Classified Video Teleconferencing room (CVTC) slider signage. Exact dimensions and approaches may vary.

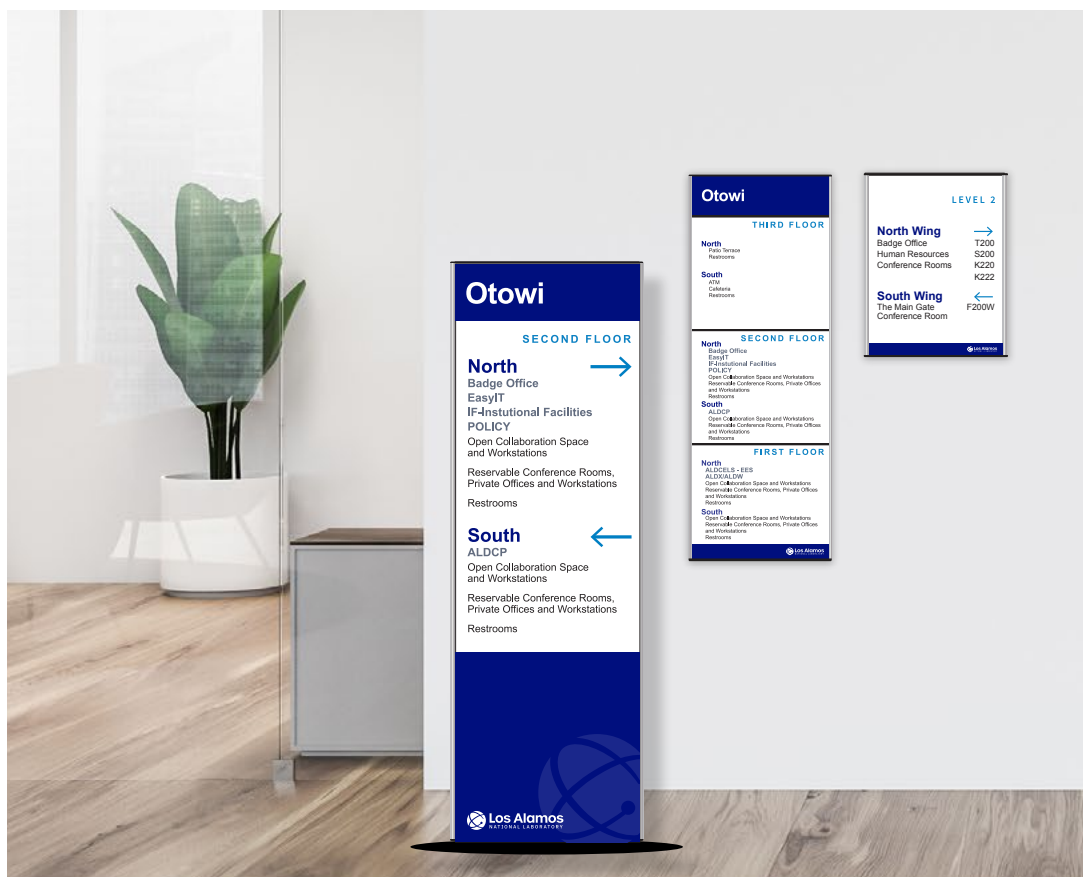


Directory Signage

Introduction

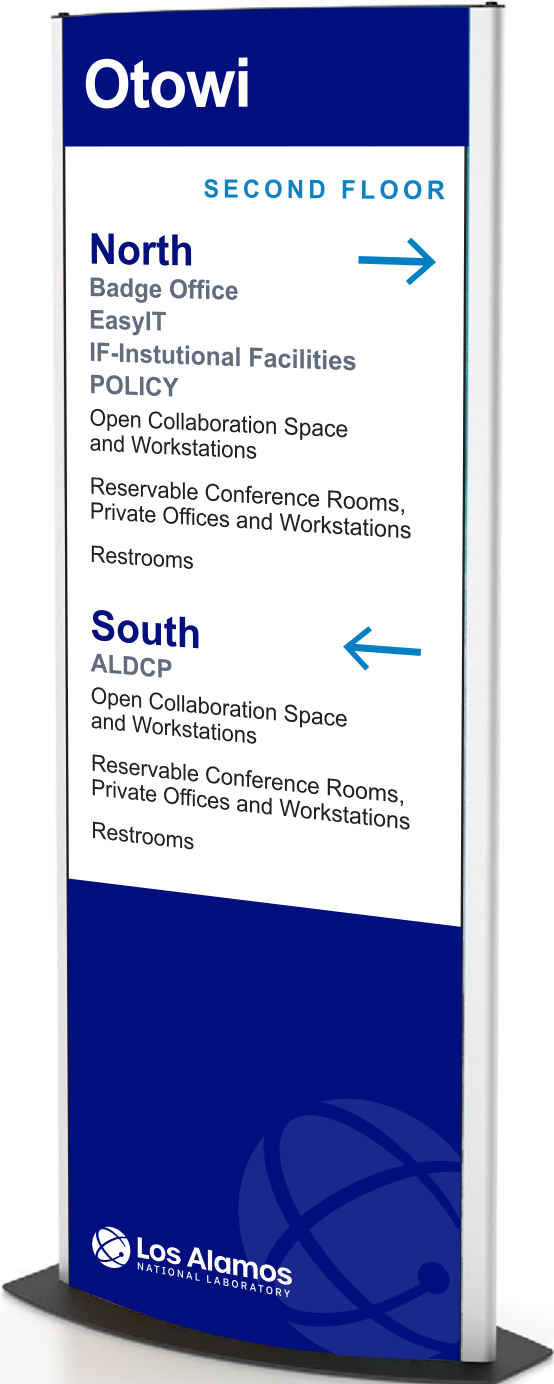
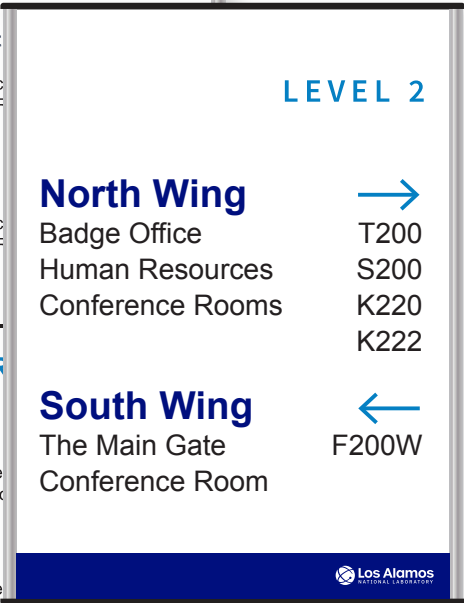
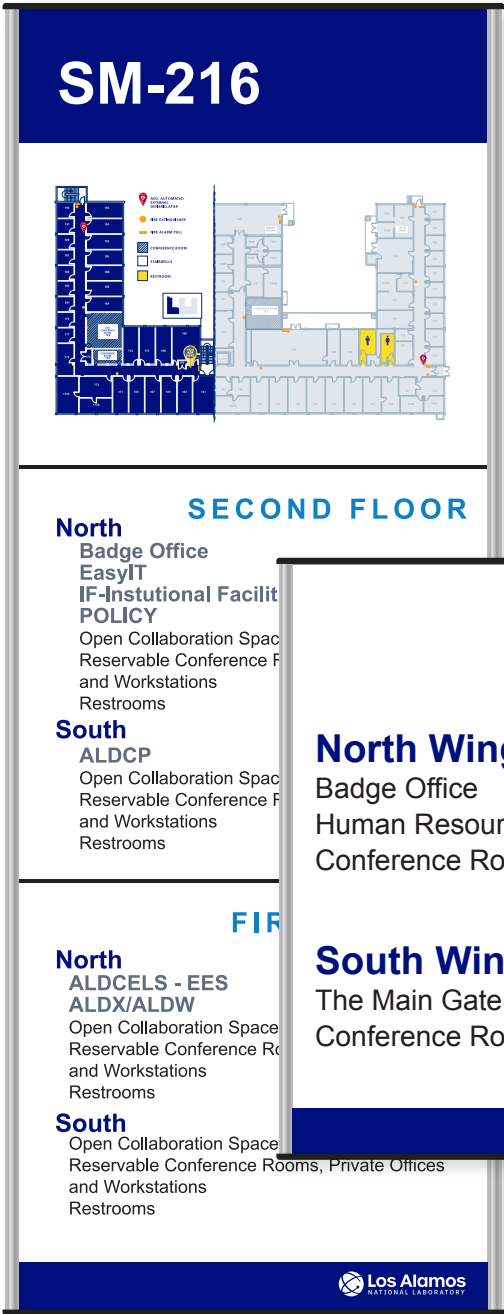
Located primarily at entrances, directory signage provides a complete list and/or map of rooms for a floor, wing, or an entire building.

The hierarchy of information on signage should be clear and easy to read. Sign placement is defined by its navigational utility. This section will provide examples of directory signage.



Entrance Signage

Below are examples of entrance signage. Exact dimensions and approaches may vary.

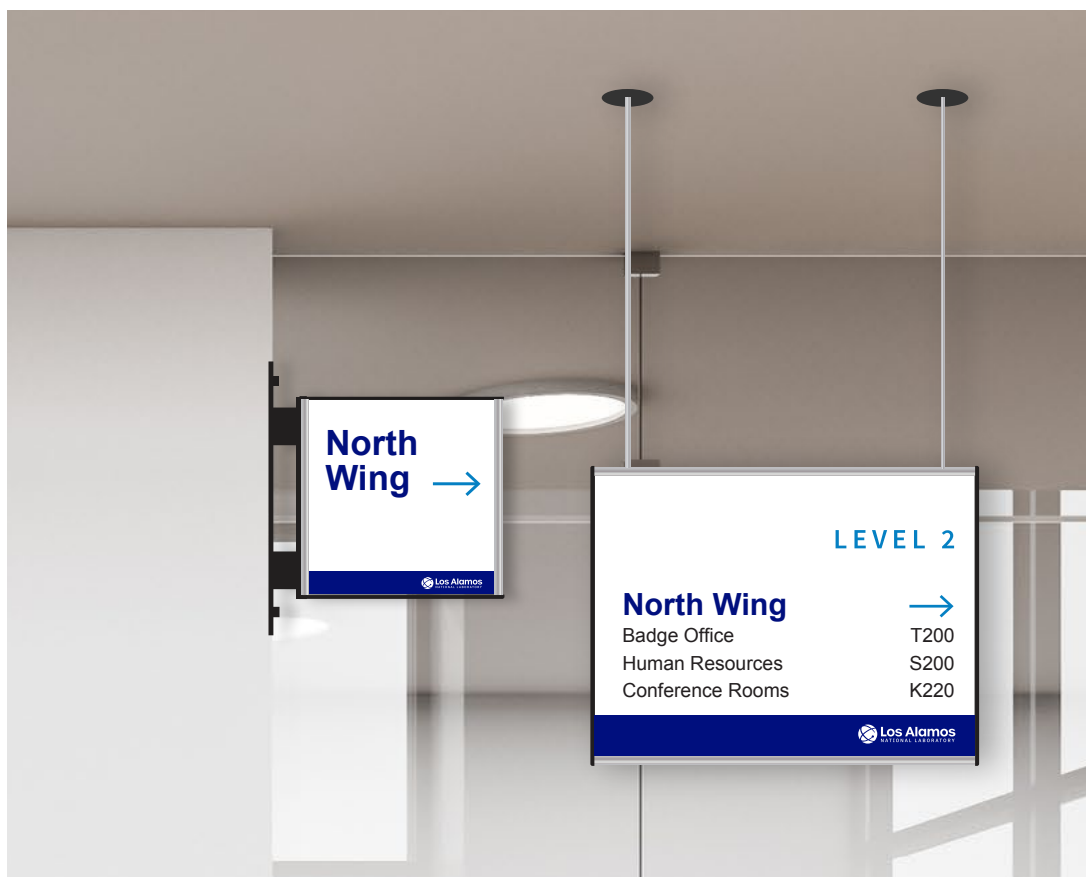


Directional Signage

Introduction

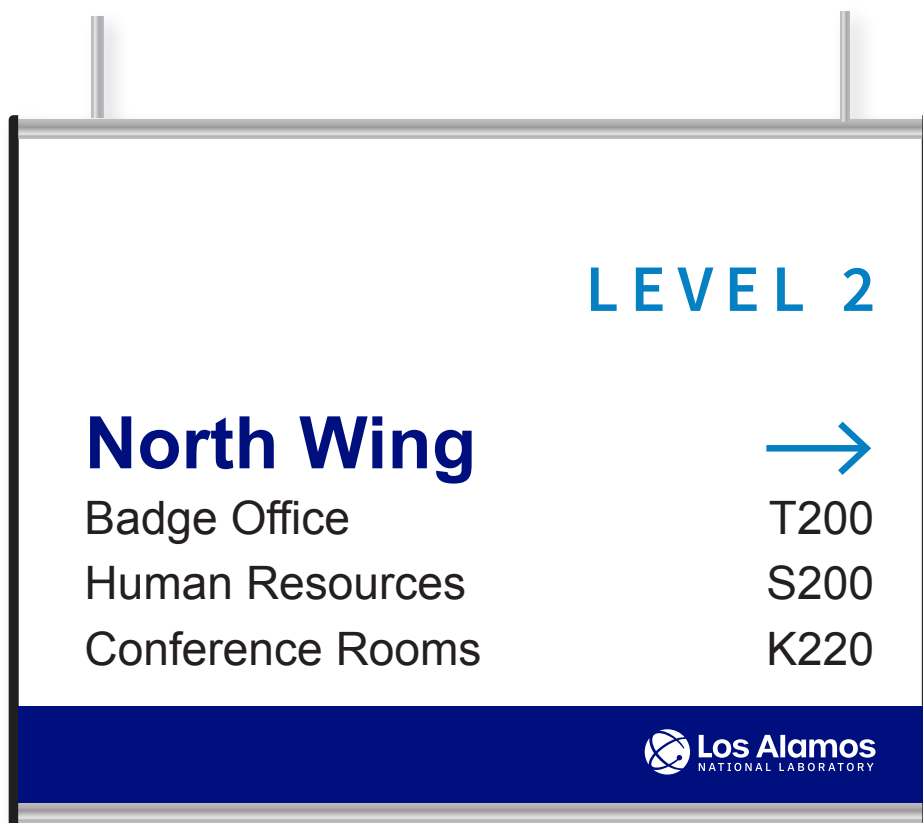
Directional signage helps visitors find building locations such as departments, offices, conference rooms, restrooms, and stairs.

The hierarchy of information on signage should be clear and easy to read. Sign placement is defined by its navigational utility. This section will provide examples of directional signage.



Directional Signage

Below are examples of entrance signage. Exact dimensions and approaches may vary.



Campaign Signage

Introduction

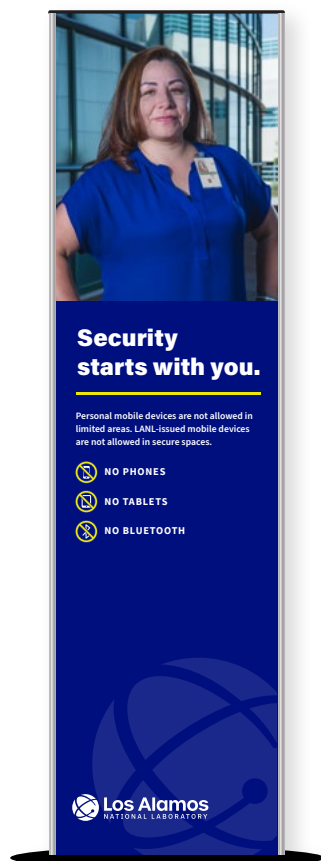
Campaign signage is used for public awareness of an initiative or event.

The hierarchy of information on signage should be clear and easy to read. Campaign signage should follow [LANL Brand Guidelines](#). This section will provide examples of campaign signage.

Floor Signage

Floor stands and A-frame signs are easy to see, install, and remove.

LANL's standard floor stands can range in height from 5' to 8' and has a curved face, a black base and top, and a brushed aluminum frame. A floor stand can only be used indoors. The LANL standard A-frame is roughly 2' by 3' in size and is double-sided with an aluminum frame. A-frames can be used indoors and outdoors.



Environmental Graphics

Overview

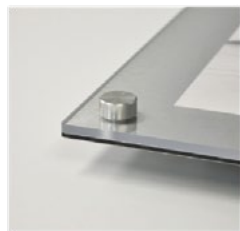
Environmental graphics refer to graphics that encompass an entire room, wall, or area.

These graphics can contain informative content in the form of display graphics (e.g., museum graphics) or be purely decorative. This section proposes some standardized and branded environmental graphics options. To start an environmental graphics project, please reach out to crs@lanl.gov.

Frames

Framed photos are a simple and elegant way to enhance a space.

The LANL standardized photo frame is a brushed aluminum wall-mounted frame with acrylic face, architectural cap, and truss bolt. The size is customizable and the photo can be tailored to the client's needs.



LANL Logo

Wall-mounted three-dimensional lettering of the LANL logo inside facilities is encouraged to affirm the Lab's brand.

The standardized wall-mounted three-dimensional lettering LANL logo has a brushed aluminum face and ¼" black acrylic backing. The size is customizable.



Sub-brand Logo

Wall-mounted three-dimensional lettering of a sub-brand logo inside Lab facilities is encouraged to affirm the Lab's brand.

The standardized wall-mounted endorsed logo has an acrylic face and ¼" black acrylic back. The size is customizable.



Summary

The Environmental Brand Guidelines have been prepared by the CEA-CAS Visual Design team for use primarily by IFPROG, but they apply to all LANL employees ordering signage for new and existing buildings. By adhering to this guidance, you will be a responsible steward of the “One Lab, one voice” mentality and successfully implement the Lab’s brand on all of your communications.

Refer to the [Design & Brand Guidelines](#) for a complete brand overview.

For questions and comments, please contact us at the email address below.
lab-rebrand@lanl.gov

